

LEO BURNETT COMPANY, Inc.

Ad No. 431—Captain Adams—Reg. No. 49808, 1 pg. 4 1/2 lines, 10g x 110g, Time, Newsweek, U.S. News & World Report, 1973 (C)

Printed in U.S.A.



1. During World War I, Captain Adams made the cigarette holder a regular part of his uniform.



2. Today, Captain Adams would probably smoke *Parliament*. The new cigarette with its own holder built right into the tip.



3. The *Parliament* filter is recessed inside a crisp inner shell, a full 1/4 inch away from your lips.



4. So all you have to do is draw down, cover the filter. The captain would be pleased.

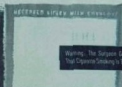
100's 11 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Disc. Aug. 72

**The Parliament  
recessed filter.**

**It works like a  
cigarette holder works.**



RECESSED FILTER WITH CHARCOAL



Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.



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